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Writing about Ourselves: the Organization

December 16th, 2008



Every year, corporates are providing billions of dollars in funding to NGOs!

How can your organization benefit?

Where to look for funding from corporates?

How to approach corporate donors?

Learn how to raise funds from corporates and businesses!

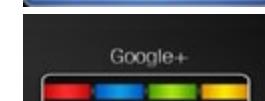
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New individuals working on [proposals](#) in a particular [NGO](#) may face problems in writing about organizational background. They prefer to just copy previous information into this particular section of the [proposal](#). However, this information may be sometimes outdated. You may have forgotten to add an

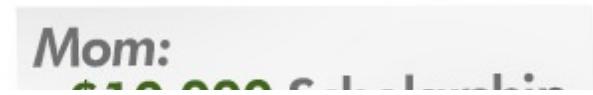
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important NGO activity.

Besides, many times, there are facts about our organizations which we ourselves are unaware of. We do quite a lot of research on the beneficiaries and the donor agency while writing the proposal, but we hardly see the necessity of researching our own organization to present the best picture of our institution to the donor.

To ensure that there is thorough knowledge about the organization in the proposal, it is important not only to copy information from previous documents, but also carry out discussions with colleagues about the project.

The SWOT tool comes handy here when we sit with our colleagues and find out the Strengths, Weaknesses, Opportunities and Threats of the organization. Once this framework is ready, it will be quite easy for us to write the proposal and answer the sharp questions of any proposal format.

SWOT

Strengths	
Weaknesses	
Opportunities	
Threats	

[Introduction](#).....[Challenges in Proposal Writing](#).....[Before Writing a Proposal](#).....[Writing about the Organization](#).....[The Actual Proposal](#).....[Problem Statement & Project Rationale-1](#).....[Problem Statement & Project Rationale-2](#).....[Project Goal](#).....[Project Objectives](#)....[Strategies & Activities](#).....[Performance Indicators](#).....[Results](#).....[Monitoring & Evaluation](#).....[Budget & Proposal Packaging](#)

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Raising More Money from Your Local Business Community

Date: Sept. 10, 2012 Timings: 3:00 PM – 4:30 PM GMT

Building a Fundraising Board

Date: Sept. 19, 2012 Timings: 3:00 PM – 4:30 PM GMT

How to raise Funds from the European Commission

Date: Sept. 24, 2012 Timings: 1:00 PM – 2:30 PM GMT

Social Media: Using Facebook and More to Sell Your Mission

Date: Sept. 25, 2012 Timings: 7:00 PM – 8:30 PM GMT

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How to write a Concept Note

How to write Proposals

How to write LFA

Logical Framework Analysis in Proposals

How to identify funding among Bilateral Agencies

Sample Policies & Systems for NGOs

Five Tips for Writing Great Proposals

How NGOs can protect themselves from online scams

How NGOs can develop Budgets

How to write a Letter of Inquiry to Seek Grants

Corporate Donors for NGOs

Promotional Material for NGOs

Human Resource Development for NGOs

Strategic Fundraising for NGOs

How NGOs can write Job Descriptions for their staff

How to train NGO Staff in Fundraising

How to write a Case Study

Funds for NGOs

Resource Guide: Questions Answered on How to Write Proposals – A Basic Guide on Proposal Writing for NGOs

July 2012

This resource guide was created in collaboration with Philantropia Inc., an international fundraising consulting firm, helps organizations around the world to more effectively raise funds. <http://www.philantropia.org>

Videos

- How to raise Funds for Human Rights Projects
- How to raise Funds for Women's & Girls' Issues
- Writing a Winning Concept Note for the European Commission Funding
- How to raise Funds from US Foundations
- Introduction to Strategic Fundraising Planning

...and many more.

CLICK HERE!

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